



OFFICIAL RESPONSES TO VENDOR QUESTIONS
 Website Development for Substance Use Disorder Information and Services/
 RFP-2019-DBH-05-WEBSI

No.	Question	Answer
1.	Section 1, Introduction, Subsection 1.3 Contract Period: Does the Department anticipate additional requirements beyond hosting, support and maintenance, which would extend the contract term?	<i>There are no requirements defined that extend beyond the contract term.</i>
2.	Section 1, Introduction, Subsection 1.1 Purpose and Overview, Paragraph 1.1.1, Subparagraph 1.1.1.3: Is there a target launch date for the new site?	<i>See Section 1, Introduction, Subsection 1.1 Purpose and Overview, Paragraph 1.1.1, Subparagraph 1.1.1.3</i>
3.	Section 1, Introduction, Subsection 1.1 Purpose and Overview, Paragraph 1.1.1, Subparagraph 1.1.1.3: Is there any flexibility with the January 1, 2019 launch date?	<i>Due to Federal requirements associated with the State Opioid Response funds, there is limited flexibility with the start date of January 1, 2019 for the page to go live to the public. However, the Department intends to discuss timeline and deliverables throughout the project implementation period and will be flexible with timelines, where possible.</i>
4.	Section 3, Statement of Work, Subsection 3.1, Business Requirements, Paragraph 3.1.9: What specific deliverables are expected of the brand redesign?	<i>The Department expects vendors submitting proposals to define, at a minimum:</i> <ul style="list-style-type: none"> <i>a. A logo to be used statewide,</i> <i>b. A tagline to be used to market new access points for services, and</i> <i>c. Provide assistance with developing a name for the new</i>



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		<i>access points described in the State Opioid Response proposal.</i>
5.	Section 3 Statement of Work, Subsection 3.2 Website Design: Can the Department list the top three (3) or four (4) actions visitors should take on the new website?	<i>The Department expects that individuals who access the site will be searching for:</i> <i>a. Treatment for themselves and/or a loved one and should be directed to call 2-1-1 NH or enter their zip code to find their nearest Regional Hub</i> <i>b. Information on substance use issues and directed to resources that meet their specific needs, such as “how to talk to children about drug use”</i> <i>c. Ways to provide assistance with addressing the substance use disorder crisis and be directed to places to contact to learn more about volunteer opportunities and other information</i>
6.	Section 3 Statement of Work, Subsection 3.2 Website Design, Paragraph 3.2.1, Subparagraph 3.2.1.6: Is the requirement that the platform be capable of providing and consuming APIs for future use?	<i>The website resulting from this RFP should not require the provision of API's.</i>
7.	Section 3 Statement of Work, Subsection 3.2 Website Design, Paragraph 3.2.1, Subparagraph 3.2.1.8, Part 3.2.1.8.2: Will the selected vendor be responsible for writing/re-writing content for the new site?	<i>The Department will provide suggested content in some cases and exact content in others and will work collaboratively with the vendor to determine the final content to be used on the new site.</i>
8.	Section 3, Statement of Work, Subsection 3.2, Website Design,	<i>a. The vendor will be responsible for translations into Spanish of any significant publications including vital documents that are</i>



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	<p>Paragraph 3.2.2, Sub-paragraph 3.2.2.5, Part 3.2.2.5.2:</p> <p>a. Will the selected vendor be responsible for the human translated documents?</p> <p>b. If yes, how many document pages should vendors estimate will require translation?</p> <p>c. Into what languages?</p>	<p><i>created by the selected vendor for purposes of this website in English.</i></p> <p><i>b. The number of document pages requiring translation will be dependent upon consultation with the selected vendor about the proposed website design and the number of pages recommended to meet the goals of the Department.</i></p> <p><i>c. Spanish</i></p> <p><i>d. The Department will work with the vendor to assure the vendor's human translators are qualified according to the legal requirements of Title VI of the Civil Rights Act of 1964 and Section 1557 of the Affordable Care Act (ACA) of 2010.</i></p>
9.	<p>Section 3, Statement of Work, Subsection 3.2, Website Design, Paragraph 3.2.2, Sub-paragraph 3.2.2.5, Part 3.2.2.5.3:</p> <p>Will the selected vendor be responsible for translating the tagline(s) into fifteen (15) languages?</p>	<p><i>The Department will provide the translated taglines in the top 15 languages.</i></p>
10.	<p>Section 3, Statement of Work, Subsection 3.2, Website Design, Paragraph 3.2.2, Subparagraph 3.2.2.9:</p> <p>Which browsers, versions and software are considered "current browser and software operating systems"?</p>	<p><i>The expectation is that the website will be coded in validated HTML5 code in order to be compatible with all major browsers/operating systems such as Chrome, Edge, Firefox, Opera, Windows, Mac, iOS, and Android.</i></p> <p><i>No browser-specific or OS-specific coding will be accepted.</i></p>



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11.	<p>Section 3, Statement of Work, Subsection 3.2, Website Design, Paragraph 3.2.4:</p> <p>a. How does creating the site to align with the current online presence reconcile to the rebrand?</p> <p>b. Does the Department anticipate a new brand to conflict with the current look and feel?</p>	<p><i>a. The website resulting from this RFP will be an entirely new website.</i></p> <p><i>b. The Department does not expect the brand redesign required to conflict with the current design.</i></p>
12.	<p>Section 3, Statement of Work, Subsection 3.2, Website Design, Paragraph 3.2.5:</p> <p>Are there open source Content Management Systems (CMS) the Department has previous experience with?</p>	<p><i>The State of New Hampshire will be sending out an RFP for an Enterprise-level Drupal-based CMS in the near future. A website based in this technology would fit into the State's future plans but other technologies may be acceptable if there are stated advantages.</i></p>
13.	<p>Section 3, Statement of Work, Subsection 3.2, Website Design, Paragraph 3.2.10:</p> <p>How does the Department expect the selected vendor to mitigate DDOS and other potential attacks while also requiring the selected vendor to not collect or scrape individual Internet Protocol (IP) addresses?</p>	<p><i>Presently the State meets this requirement by processing server logs and removing IP addresses before they are sent to the analytics software.</i></p>



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14.	<p>Section 3, Statement of Work, Subsection 3.2, Website Design, Paragraph 3.2.10:</p> <p>How does the Department expect the selected vendor to provide analytics information without tracking IP addresses or JavaScript tags?</p>	<p><i>The State meets this requirement by processing server logs and removing IP addresses before they are sent to the analytics software. JavaScript tags that track a user's actions while in a website without specific opt-in is not allowed. Requiring opt-in may discourage users from using the website so this option should only be used after careful consideration.</i></p>
15.	<p>Section 3, Statement of Work, Subsection 3.2, Website Design, Paragraph 3.2.10, Subparagraph 3.2.10.1:</p> <p>What is the Department's policy regarding Google Analytics and Translate? (i.e. not using Analytics and Translate may preclude the Department's website from utilizing any Google product, including fonts)</p>	<p><i>Google Analytics is not allowed on NH State websites as it collects IP addresses and that information is owned by Google. This violates the State's Privacy Policy regarding giving Personally Identifiable Information (PII) to a third party. Google Translate is used on websites (not requiring human translation) as a best-effort to increase accessibility of the websites, with a clear disclaimer (such as that found at https://www.dhhs.nh.gov/disclaimer.htm).</i></p> <p><i>Google fonts can be used as they can be legally downloaded; however, we prefer to download them to reside on our server.</i></p>
16.	<p>Section 3 Statement of Work, Subsection 3.2 Website Design, Question #2:</p> <p>Does the Department want vendors to propose designs or provide examples of previous work?</p>	<p><i>Vendors may propose designs or provide examples of previous work.</i></p>



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17.	<p>Section 3, Statement of Work, Subsection 3.3, Website Content, Paragraph 3.3.1:</p> <p>What are the relevant websites that will provide source content?</p>	<p><i>Relevant websites required to provide source content will be formally established as a component of project management efforts with the selected vendor. However, Sites such as nhtreatment.org, nhrecoveryhub.org, drug-freeNH.org and anyoneanytimenh.org will be included.</i></p> <p><i>Implementation is anticipated to be in phases; the initial phase must include links with directory summaries, while ongoing phases anticipate migrating content over time.</i></p>
18.	<p>Section 3, Statement of Work, Subsection 3.3, Website Content, Paragraph 3.3.1:</p> <p>Who is responsible for evaluating and organizing the content?</p>	<p><i>The Department and selected vendor will work collaboratively to evaluate, organize and summarize the content.</i></p>
19.	<p>Section 3, Statement of Work Subsection 3.3, Website Content, Paragraph 3.3.2:</p> <p>Does this requirement apply to existing videos, videos added in the future, or both?</p>	<p><i>All video, existing and future, must be ADA compliant (WCAG 2.0 AA) and include closed captions. In some cases closed captions satisfy the ADA requirement, other times alternative methodology is required.</i></p> <p><i>Additionally, translated transcriptions will be required in Spanish. If the information is defined as “vital”, translations will be required for the top fifteen (15) languages. These translations will be completed by qualified (human) translators.</i></p>
20.	<p>Section 3, Statement of Work Subsection 3.3, Website Content, Paragraph 3.3.2:</p> <p>Are all videos internally hosted?</p>	<p><i>Whenever possible. An exception may be made; when warranted and a partner shares a video already hosted on another platform such as You Tube.</i></p>



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21.	<p>Section 3, Statement of Work, Subsection 3.11, Reporting and Deliverable Requirements, Paragraph 3.11.2:</p> <p>What Protected Health Information (PHI), Personal Information (PI) and/or Personal Financial Information (PFI) are currently collected by the related websites?</p>	<p><i>The selected vendor must work with the DHHS Communications Bureau to ensure that any website designed, created, or managed on behalf of DHHS meets all NH DoIT website and social media requirements and or policies and that any protected health information (PHI), personal information (PI), or other confidential information solicited either by social media or the website, must not be maintained, stored or captured must not be further disclosed except as expressly provided in the contract. The solicitation or disclosure of any PHI, PI, or other confidential information must be subject to the requirements of the contract, and all applicable state rules, or state or federal law. Unless specifically required by the contract and unless clear notice is provided to users of the website or social media, the selected vendor must agree that site visitation will not be tracked, disclosed or used for website or social media analytics or marketing.</i></p>
22.	<p>Section 3, Statement of Work, Subsection 3.12, Culturally and Linguistically Appropriate Services, Paragraph 3.12.7, Subparagraph 3.12.7.5:</p> <p>Are vendors required to complete the two (2) steps listed in Appendix C as a part of the proposal?</p>	<p><i>All vendors are required to complete the steps that determine if CLAS applies.</i></p>
23.	<p>Section 4, Finance, Subsection 4.1 Financial Standards, Paragraph 4.1.1:</p> <p>When does the Department anticipate certainty for funding?</p>	<p><i>The Department has received notification of award and funding is available.</i></p>



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24.	Section 4, Finance, Subsection 4.1 Financial Standards, Paragraph 4.1.1: Is the procurement contingent upon funding?	No
25.	Section 4, Finance, Subsection 4.1 Financial Standards, Paragraph 4.1.3: Will the funds defined be used to manage Department expenses?	<i>Funds defined reflect the maximum price limitation available for this contract.</i>
26.	Section 4, Finance, Subsection 4.1 Financial Standards, Paragraph 4.1.3: Are vendors expected to submit a total budget of \$200,000?	<i>Vendors should work to submit a Cost Proposal which meets the requirements of the Request for Proposals, within the maximum price limitation for a contract, reflective of the cost of services.</i>
27.	Section 7 Proposal Outline and Requirements, Subsection 7.1 Presentation and Identification, Paragraph 7.1.4 Cost Proposal, Subparagraph 7.1.4.1: Are 3 ring binders appropriate for this proposal?	<i>The Department expects proposals to be individually bound.</i>
28.	Section 7, Proposal Outline and Requirements, Subsection 7.2 Outline and Detail, Paragraph 7.2.3 Cost Proposal Contents – Detail, Sub-paragraph 7.2.3.2 Statement of Bidder's Financial Condition: Can vendors provide limited financial statements?	<i>See Section 7, Proposal Outline and Requirements, Subsection 7.2 Outline and Detail, Paragraph 7.2.3 Cost Proposal Contents – Detail, Sub-paragraph 7.2.3.2 Statement of Bidder's Financial Condition.</i>



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29.	Section 7 Proposal Outline and Requirements, Subsection 7.2 Outline and Detail, Paragraph 7.2.2 Technical Proposal Contents, Subparagraph 7.2.2.4: Are vendors required to respond to each individual item within Section 3?	<i>See section 7 Proposal Outline and Requirements, Subsection 7.2 Outline and Detail, Paragraph 7.2.2 Technical Proposal Contents, Subparagraph 7.2.2.4</i>
30.	Appendix D, Budget Form: Can the Department provide the budget template in Microsoft Excel format?	<i>Yes, upon request.</i>
31.	Appendix D, Budget Form: Is the Department looking for a financial breakdown of operating expenses to meet the requirements of Appendix D?	<i>The Budget Form submitted should reflect the costs associated with the provision of services as defined within the RFP.</i>
32.	Appendix E, Program Staff List: If hours per week vary according to the needs of the project, how is a vendor to complete Appendix E?	<i>The Program Staff List should reflect the cost of personnel in support of the provision of services as defined within the RFP.</i>
33.	Appendix F, Contract Monitoring Provisions: Are vendors required to complete Appendix F as a component of their proposal?	Yes
34.	General: What are the URLs of the existing website(s) that are the source for the content for the website to be developed as a result of this RFP?	<i>Please see the response to Question # 17</i>



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35.	General: Should vendors assume the vast majority of existing content will be migrated to the new site?	<i>Please see the response to Question # 17</i>
36.	General: Is the Department expecting the vendor to create or write new content for the site?	<i>The Department is expecting the selected vendor to create new content for the site that will be developed in collaboration with the Department. The selected vendor will also take existing content from and link to external sites.</i>
37.	General: Does the Department want to employ a user-centric design approach, with documented user personas developed and used to drive site design?	<i>The solution should take into account user design and experience and be user centric. Vendors must show what process and technologies they propose to use to meet the goal of being user centric in their design.</i>
38.	General: Is response to this RFP limited to United States registered companies only?	<i>See section 7, Proposal Outline and Requirements, Subsection 7.2, Outline and Detail, Paragraph 7.2.2 Technical Proposal Contents – Detail, Subparagraph 7.2.2.9 License, Certificates and Permits as Required. And Appendix B, Sample Contract, Exhibit K, DHHS Information Security Requirements, Section IV Procedures for Security, Subsection 10.</i>
39.	General: What is driving the aggressive schedule for launching the website?	<i>The federal funding requirements to have the funds in contract within the third month of notice of grant award.</i>
40.	General: What is the volume of content across existing resources? (i.e. number of pages)	<i>There are approximately 6-10 external websites that will have content summarized for links on the new site.</i>



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41.	General: a. What are the Department's expectations for onsite performance of the contract? b. Will the selected vendor be able to perform the majority of development remotely?	<i>a. If the selected vendor is going to host the website, then the vendor must create a development environment on the hosting server with access for all stakeholders. b. It is anticipated that a majority of development work will be completed remotely.</i>
42.	General: Does the Department intend to integrate any third-party websites and/or systems into the website?	<i>The Department does not anticipate integrating third-party websites and/or systems into the website but rather expects that information on third-party websites is summarized and linked to on the new website. Through the collaborative project management process with the selected vendor, the Department expects the vendor to aid in identifying recommendations and resources needed to migrate existing site content into the new site as a long-term goal.</i>